

# CIVIC ENGAGEMENT INITIATIVES

MAINTAINING THE SOCIAL FABRIC OF OUR COMMUNITY



## THE CHALLENGE:

- National, state and local statistics have shown sharp and steady increases in the overall number of people seeking volunteer opportunities within the last five years; however, many available opportunities go unfilled.
- The Corporation for National & Community Service's recent nonprofit sector surveys report that 80% to 90% of responding organizations have maintained or increased their use of volunteers during the economic downturn. This has helped them to maintain, or in some cases, even increase client services.
- It is estimated that targeted pro bono strategic management would unleash more than \$1.5 billion of services per year in the United States alone.
- The current spotlight on volunteerism presents tremendous opportunity for nonprofits to expand and even reinvent their concept of how volunteers can contribute to their organizations and communities by using this resource more strategically and effectively.

United Way of Southeastern Pennsylvania improves people's lives by mobilizing the caring power of donors, volunteers, and communities. Our focus is on Education, Income, and Health because these are the building blocks for a good quality of life.

## SOCIAL FABRIC: CIVIC ENGAGEMENT

**OUR GOAL:** United Way provides opportunities for volunteers to address the needs of nonprofits in our region and to engage in quality community change efforts.

## OUR STRATEGIES:

- Support, develop and coordinate broad scale United Way community mobilization initiatives that focus on education, income, and health-related outcomes.
- Mobilize targeted constituencies of potential volunteers to expand the region's talent pool.
- Improve and increase the capacity of the region's human service nonprofits to employ best practices in volunteer management including recruiting, placing, training and retaining volunteers.

**LEARN MORE: [WWW.LIVEUNITEDSEPA.ORG](http://WWW.LIVEUNITEDSEPA.ORG)**



## OUR IMPACT:

- Over 70,000 volunteers have been mobilized to support United Way initiatives and nonprofit partners.
- United Way Day of Caring volunteers contributed more than 200,000 hours of community service in 2009, providing an estimated \$4 million in human capital to our local community.
- In 2009, more than 1,200 referrals were made by United Way's web-based matching portal, <http://liveuniteddelval.volunteermatch.org>.

## OUR WORK

### GOALS FOR THE NEXT THREE YEARS:

- Increase public awareness and involvement in issues related to education, income and health.
- Increase the quality, quantity and diversity of community engagement opportunities available in the SEPA Region that advance education, income and health priorities.
- Expand the diversity, skill level and overall availability of local volunteer talent.
- Identify effective and sustainable models of volunteer engagement for targeted populations for replication.
- Increase in “skilled” human capital and pro-bono services delivered to the community via corporate partnerships.
- Nonprofits in the region will increase their capacity to employ best practices in volunteer management.



United Way of Southeastern Pennsylvania  
1709 Benjamin Franklin Parkway  
Philadelphia, PA 19103-1294  
215-665-2500  
[www.LIVEUNITEDsepa.org](http://www.LIVEUNITEDsepa.org)

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED.** 

United Way  
of Southeastern Pennsylvania